

CONTRACT



KSDK
1000 Market Street
St. Louis, MO 63101
(314)421-5055

www.ksdk.com

And:

Great American Media/ POL
1010 Wisconsin Ave. NW, Ste. 800
Washington, DC 20007

<u>Contract / Revision</u> 687040 /		<u>Alt Order #</u> 06145287
<u>Product</u> DCCC		
<u>Contract Dates</u> 10/30/12 - 11/12/12		<u>Estimate #</u> 1192
<u>Advertiser</u> Iss/ DCCC		<u>Original Date / Revision</u> 09/10/12 / 09/10/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> KSDK	<u>Account Executive</u> Kristin Waskie	<u>Sales Office</u> Telerep Philadel
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>IDB#</u>	<u>Advertiser Code</u> 11	<u>Product Code</u> 14
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Rtn	Type	Spots	Amount
1	KSDK	10/30/12	11/05/12	LN (M-F)	10-1035p		:30				NM	2	\$6,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/30/12	11/05/12	MTWTF--				2	\$3,375.00	0.00			
2	KSDK	10/30/12	11/05/12	News at 10am	10-11A		:30				NM	2	\$1,120.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/30/12	11/05/12	MTWTF--				2	\$560.00	0.00			
3	KSDK	10/30/12	11/05/12	Tonight Show	1035-1137p		:30				NM	4	\$4,040.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/30/12	11/05/12	MTWTF--				4	\$1,010.00	0.00			
4	KSDK	10/30/12	11/05/12	Late Night w/Jimmy Fallon	1135p-1235x		:30				NM	1	\$335.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/30/12	11/05/12	MTWTF--				1	\$335.00	0.00			
5	KSDK	10/30/12	11/05/12	Today Show III	11A-12P		:30				NM	1	\$615.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/30/12	11/05/12	MTWTF--				1	\$615.00	0.00			
6	KSDK	10/30/12	11/05/12	Show Me St. Louis	1230-1p		:30				NM	3	\$2,025.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/30/12	11/05/12	MTWTF--				3	\$675.00	0.00			
7	KSDK	10/30/12	11/05/12	Noon News	12-1230p		:30				NM	3	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/30/12	11/05/12	MTWTF--				3	\$800.00	0.00			
8	KSDK	10/30/12	11/05/12	Ellen	3-4p		:30				NM	3	\$2,550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/30/12	11/05/12	MTWTF--				3	\$850.00	0.00			
9	KSDK	10/30/12	11/05/12	News 5 at Four	4-430P		:30				NM	3	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/30/12	11/05/12	MTWTF--				3	\$1,200.00	0.00			
10	KSDK	10/30/12	11/05/12	Jeopardy	430-5p		:30				NM	3	\$3,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/30/12	11/05/12	MTWTF--				3	\$1,250.00	0.00			
11	KSDK	10/30/12	11/05/12	News Channel 5 at 5P	5-530P		:30				NM	3	\$8,400.00

(* Line Transactions: N = New, E = Edited, D = Deleted)

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TERMS: Due 15th day of the Month following Broadcast.



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<u>Contract Dates</u> 10/30/12 - 11/12/12		<u>Product</u> DCCC
<u>Advertiser</u> Iss/ DCCC		<u>Estimate #</u> 1192
		<u>Original Date / Revision</u> 09/10/12 / 09/10/12

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		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/30/12	11/05/12	MTWTF--				3	\$2,800.00	0.00			
12	KSDK	10/30/12	11/05/12	5-6a	5-6A		:30				NM	2	\$1,350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/30/12	11/05/12	MTWTF--				2	\$675.00	0.00			
13	KSDK	10/30/12	11/05/12	News Channel 5 at 5P	528-530p NIGHTLY		:30				NM	1	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/30/12	11/05/12	MTWTF--				1	\$4,000.00	0.00			
14	KSDK	10/30/12	11/05/12	NBC Nightly News M-F	530-6p		:30				NM	1	\$6,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/30/12	11/05/12	MTWTF--				1	\$6,750.00	0.00			
15	KSDK	10/30/12	11/05/12	News Channel 5 at 6P	6-630P		:30				NM	3	\$9,075.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/30/12	11/05/12	MTWTF--				3	\$3,025.00	0.00			
16	KSDK	10/30/12	11/05/12	6-7a	6-7A		:30				NM	4	\$5,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/30/12	11/05/12	MTWTF--				4	\$1,350.00	0.00			
17	KSDK	10/30/12	11/05/12	630-7P Wheel of Fortune	630-7P		:30				NM	3	\$9,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/30/12	11/05/12	MTWTF--				3	\$3,000.00	0.00			
18	KSDK	10/30/12	11/05/12	NBC Today 7-9A	7-9A		:30				NM	4	\$5,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/30/12	11/05/12	MTWTF--				4	\$1,350.00	0.00			
19	KSDK	10/30/12	11/12/12	NBC Today Show II 9-10A	9-10A		:30				NM	3	\$2,550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/30/12	11/05/12	MTWTF--				2	\$850.00	0.00			
Week:		11/06/12	11/12/12	MTWTF--				1	\$850.00	0.00			
20	KSDK	10/30/12	11/05/12	4-5A	4-5A		:30				NM	2	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/30/12	11/05/12	MTWTF--				2	\$75.00	0.00			
21	KSDK	11/02/12	11/02/12	Fri Prime B	8-9P		:30				NM	1	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/29/12	11/04/12	----F--				1	\$2,250.00	0.00			
22	KSDK	11/05/12	11/05/12	Monday other	7-10p		:30				NM	1	\$5,625.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----				1	\$5,625.00	0.00			
23	KSDK	11/03/12	11/03/12	LN (Sa)	10-1035p		:30				NM	1	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S-				1	\$2,800.00	0.00			
24	KSDK	11/03/12	11/03/12	Saturday Night Live	1030p-1205a		:30				NM	1	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S-				1	\$1,600.00	0.00			
25	KSDK	11/03/12	11/03/12	News Channel 5 at 6P Sat	6-630P		:30				NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S-				1	\$1,800.00	0.00			
26	KSDK	11/03/12	11/03/12	Sat 6-7A	6-7A		:30				NM	1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S-				1	\$550.00	0.00			

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*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
27	KSDK	11/03/12	11/03/12	630-7P Wheel of Fortune Sat	630-7P		:30				NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S-				1	\$900.00	0.00			
28	KSDK	11/03/12	11/03/12	NBC Today Show (Sa)	7-9A		:30				NM	1	\$1,125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S-				1	\$1,125.00	0.00			
29	KSDK	11/03/12	11/03/12	Sat 9-10a	9-10A		:30				NM	1	\$1,125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S-				1	\$1,125.00	0.00			
D 30	KSDK	11/04/12	11/04/12	This WK Cards Nation 10a	10-1030a		:30				NM	0	\$0.00
N 31	KSDK	11/04/12	11/04/12	1105-1130p SP PL Late Ed	1105-1130p		:30				NM	1	\$1,125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S				1	\$1,125.00	0.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Rtg</u>	<u>Type</u>		
	1	KSDK	10/29/12-11/04/12	1105-1130p SP PL Late Ed	1105-1130p	-----Su	:30		\$1,125.00	0.00	NM		
	See MG 31.2												
	2	KSDK	10/29/12-11/04/12	LN2 (Su)	1033p-11p	-----Su	:30		\$1,125.00	0.00	NM		
	Ⓜ MG for 31.1 11/04												
32	KSDK	11/04/12	11/04/12	Post NFL Late News	Various		:30				NM	1	\$2,025.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S				1	\$2,025.00	0.00			
D 33	KSDK	11/04/12	11/04/12	1105-1130p SP PL Late Ed	1105-1130p		:30				NM	0	\$0.00
34	KSDK	11/04/12	11/04/12	News Channel 5 at 5P Sun	5-530P		:30				NM	1	\$1,650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S				1	\$1,650.00	0.00			
35	KSDK	11/04/12	11/04/12	NFL Regular Season Football	Various		:30				NM	1	\$9,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S				1	\$9,000.00	0.00			
36	KSDK	11/04/12	11/04/12	NBC Today Show (Su)	7-8A		:30				NM	1	\$1,125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S				1	\$1,125.00	0.00			
37	KSDK	11/04/12	11/04/12	Meet The Press Sun 8-9A	8-9A		:30				NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S				1	\$3,000.00	0.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Rtg</u>	<u>Type</u>		
	1	KSDK	10/29/12-11/04/12	Meet The Press Sun 8-9A	8-9A	-----Su	:30		\$3,000.00	0.00	NM		
	See MG 37.2												
	2	KSDK	10/30/12-11/05/12	630-7P Wheel of Fortune	630-7P	MTuWThF----	:30		\$3,000.00	0.00	NM		
	Ⓜ MG for 37.1 11/04												
38	KSDK	11/04/12	11/04/12	Sun 9-10a	9-10A		:30				NM	1	\$1,010.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S				1	\$1,010.00	0.00			
39	KSDK	11/01/12	11/01/12	Thu Prime A	7-8P		:30				NM	1	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/29/12	11/04/12	---T---				1	\$2,400.00	0.00			
40	KSDK	10/30/12	10/30/12	Tue Prime C	9-10P		:30				NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/29/12	11/04/12	-T-----				1	\$2,500.00	0.00			
41	KSDK	11/06/12	11/06/12	News at 10am	10-11A		:30				NM	1	\$560.00

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Week:		11/05/12	11/11/12	-T-----				1	\$560.00	0.00			
42	KSDK	11/06/12	11/06/12	5-6a	5-6A		:30				NM	1	\$675.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		11/05/12	11/11/12	-T-----				1	\$675.00	0.00			
43	KSDK	11/06/12	11/06/12	NBC Today 7-9A	7-9A		:30				NM	1	\$1,350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		11/05/12	11/11/12	-T-----				1	\$1,350.00	0.00			
44	KSDK	11/06/12	11/06/12	4-5A	4-5A		:30				NM	1	\$75.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		11/05/12	11/11/12	-T-----				1	\$75.00	0.00			
Totals										0.00		73	\$123,530.00

Time Period	# of Spots	Gross Amount	Net Amount
10/29/12 - 11/12/12	73	\$123,530.00	\$105,000.50
Totals	73	\$123,530.00	\$105,000.50

Signature: _____ **Date:** _____

(* Line Transactions: N = New, E = Edited, D = Deleted)

Gannett Co., Inc. and its stations do not discriminate in advertising contracts on the basis of race, gender or ethnicity. Any provision in any order or agreement for advertising that purports to discriminate on the basis of race, gender or ethnicity, even if handwritten, typed or otherwise made a part of the particular contract, is hereby rejected. Advertiser agrees to indemnify Station from all claims (including attorney's fees) for which Station may become liable due to the advertisement(s). This contract renders void any statement concerning liability which appears on correspondence from agency or advertiser. It is further agreed that the station does not accept advertising orders or space reservations claiming sequential liability.

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service, shall not constitute payment to this station.

TERMS: Due 15th day of the Month following Broadcast.